

Draft Until Approved
Edna Valley/Arroyo Grande Valley Local Fund Advisory Board
Board Meeting Minutes

November 21, 2013 – The Casitas Estate, Arroyo Grande Valley

Board Members Present:

Pat Goetz, The Casitas Estate
Sally Kruger, Bridge Creek Inn

Others Present:

Lori Maraviglia, Biddle Ranch Vineyard
Heather Muran, SLO Wine Country Association
Tony Goetz, The Casitas Estate
Di Strachan, Stewardship Travel Program
Stephanie Rowe, Admin

Absent: Pattea Torrence, Old Edna (excused)

CBID: Cheryl Cuming (CAO)

1. **Call to Order:** by Pat Goetz at 10:36 am.
2. **Public Comment:** Tony Goetz asked about the BID tax increase that has been in the news. Cheryl noted that there has been discussion about adding an additional 1% to the TOT. There will be a meeting to discuss the issue on Monday at 2 pm. Everyone is welcome to attend. There is also discussion about allowing people to rent rooms in their homes on homestay sites and collecting TOT.
3. **Consent Items:** The 7/30/13 minutes were approved for review and approval. A motion was made by Sally Kruger, and seconded by Pat Goetz. With no further discussion, the 7/30 minutes were approved by a unanimous voice vote of the local Advisory Board.
4. **CBID Update and Financials:**
 - a. Non-paid visitors to WineCoastCountry.com are up 29% year to date.
 - b. Destination page views are up 28% year over year.
 - c. Edna Valley received 112 unique visitors to their destination page and Arroyo Grande Valley received 44 visitors.
 - d. A recap of TOT since fiscal year 2009/2010 to 2012/2013 shows an increase of \$1.3 million or 19.5%; and an increase for assessment collections for the same period of \$468k or 46.1%.
 - e. CBID will not continue its partnership with Booking.com because it works well for hotels but not for vacation rentals. Instead they are working on another partnership with a booking site but will need to go through the RFP process first. More information to come.
 - f. Cheryl confirmed that the fund year-to-date totals \$3,134.10 without the 2012/2013 carryforward.
5. **Budget Update:** Stephanie confirmed that as of September the current budget is \$11,822.51 including the 2012/2013 carryforward and the available balance after approved applications and anticipated expenses taken out totals \$11,747.51.
6. **Presentation(s):**
 - a. **Cheryl Cuming, Updated Local Fund Application/Shoulder Season Summary/Stewardship Lodging Packet/Coastal Discovery Month 90-Day Plan:**
 1. Cheryl gave an overview of the Local Fund Application update. There will be a required follow up report that is tied to lodging stays for all approved fund applications.

2. For the Shoulder Season Campaign which runs from October 2013 – April 2014, Cheryl gave an overview of the CBID's objectives, their advertising recommendations, the contest and their social media focus.
 3. Cheryl noted that Di would provide update on STP lodging packet.
 4. Cheryl confirmed that there are 73 different Stewardship Traveler Program activities for February. A micro-site is in development which will be live on December 1st; constituents have received emails to submit their lodging packages for February and have them posted on WineCoastCountry.com. They are hoping this bolsters business in February and are planning to have Coastal Discovery Month every February going forward.
- b. Paul Sloan, Visit SLO County, Annual Report and Member Benefits:** Paul was unable to attend so this item will be placed on a future agenda.
- c. Di Strachan, Stewardship Travel Program Successes:** Di gave an overview of key accomplishments and successes which include 73 activities in the 10 regions; a STP landing page; 36 partners; WineCoastCountry.com travel blogs; social media presence; ongoing integration of STP in all marketing materials, partnering with Monterey Bay National Marine Sanctuary to increase STP exposure; and the media outreach plan launched in August. Heather Muran will work with Pat and Di to create a STP weekend which will include wineries. Di recommended that they go to Stolo Winery to see what they are doing for STP.

7. Member Updates/Committee Reports:

- a. **Stewardship Traveler Program – Pattea:** None

8. Discussion/Action Items:

- a. **Heather Muran, SLO Wine Country Association Marketing Opportunities:** Heather reviewed potential marketing opportunities with SLO Wine Country Association. She discussed their website, newsletter, YouTube, Pinterest and social media opportunities. Pat noted that with their small fund and level of constituents they needed to be creative in selecting specific options to approve. Heather confirmed that she would offer an annual membership for a discounted rate of \$1,500 down from \$2,000.

A motion was made by Pat Goetz, and seconded by Sally Kruger, to approve \$1,500 for an annual membership with SLO Wine Country Association effective January 1, 2014 through December 31, 2014. The annual membership promotion and benefits include invitation to SLO Wine Country's Annual Associate Social Event; 10% of ad space in SLO Wine Country Guide; listing on website under associate members and "Stay" section; 8 complimentary tickets to *Roll Out the Barrels* and *Rockin Harvest on the Coast* events as well as inclusion in the annual marketing campaign which includes logo placement in newsletter throughout the year; web ad annual placement; and opportunity to place news/events in newsletter. With no further discussion, the annual membership was approved by unanimous voice vote of the local Advisory Board.

- b. Biddle Ranch Vineyard Board Application:** Lori Maraviglia, General Manager at Biddle Ranch Vineyard gave an overview of her background and the plans for the property.

A motion was made by Pat Goetz, and seconded by Sally Kruger, to accept the application for appointment to the Edna Valley/Arroyo Grande Local Fund Advisory Board submitted by Lori Maraviglia, General Manager at Biddle Ranch Vineyard. With no further discussion, the application was approved by unanimous voice vote of the local Advisory Board.

- c. **Constituent Board Participation:** Sally Kruger confirmed that she would like to stay on the Board even though she will no longer be in the lodging business. Cheryl confirmed that she will check to see if Sally can continue on the Board as is or if she will need to reapply as a non-constituent.
- d. **Board Name Discussion and Approval:** This item was tabled until the next meeting.
- e. **Sunset Savor the Central Coast Debrief:** This item was tabled until the next meeting when Cheryl will be able to provide a recap.
- f. **Edna Valley / Arroyo Grande Gateway Signage Update:** This item was tabled until the next meeting because Pattea was unable to attend.
- g. **Admin Services Budget:** Stephanie gave an update confirming that she had used all the administrative services budget of 40 hours in the first 6 months due to the time used for set-up, amount and length of board meetings and time used to cancel and reschedule meetings.

A motion was made by Pat Goetz, and seconded by Sally Kruger, to approve an additional 20 hours equaling an investment of \$500 for administrative services through the period ending March 31, 2014. With no further discussion, the additional hours were approved by unanimous voice vote of the local Advisory Board.

9. Future Agenda Items / New Business:

- a. Savor Central Coast Recap
- b. Paul Sloan, Visit SLO County, Annual Report and Member Benefits
- c. Board name discussion and approval
- d. Monument sign update

10. Closing Comments: None

11. Next Edna Valley / Arroyo Grande Valley Local Fund Advisory Board Meeting:

Date: February 19, 2014
Time: 1:30 – 3:00 pm
Location: Biddle Ranch Vineyard
2060 Biddle Ranch Road, San Luis Obispo, CA 93401
(805) 543-2399

12. Adjournment: The meeting was adjourned at 12:21 pm.